

Available online at www.sciencedirect.com**ScienceDirect**

Procedia - Social and Behavioral Sciences 190 (2015) 485 – 489

Procedia
Social and Behavioral Sciences

2nd GLOBAL CONFERENCE on PSYCHOLOGY RESEARCHES, 28-29, November 2014

The title ethnos in Kazakhstan: psychological aspects of value sphere

Sveta Berdibayeva^{a*}, Farida Sakhiyeva^a, Bulat Akbembetov^b,
Mirshat Yelubayeva^c, Saltanat Atakhanova^a, Aiymbala Orazbayeva^c,
Meiramkul Abirova^d

^a *al-Farabi Kazakh National University, Al-Farabi ave. 71, Almaty, 050038, Kazakhstan*^b *Branch of JSC "NCPD" "Orleu" Institute for professional development of Kyzylorda region, Aiteke Bi street 2, Kyzylorda, 120001, Kazakhstan*^c *Taraz State Pedagogical Institute (TarSPI), Tole bi street 62, Taraz, 080000, Kazakhstan*^d *Asfendiyarov's National Medicine University, Tole bi street 94, Almaty, 050000, Kazakhstan*

Abstract

Results of investigation of the structure of value sphere of Kazakhstan's title ethnic group are described. Analysis of value orientations enabled us to ascertain the factor structure of value sphere of Kazakhstan's title ethnic group and to approach a better understanding of ethno psychological peculiarities of value sphere of Kazakh people in modern sociocultural conditions. Theoretical foundations of the given investigation are Schwartz's and Rokeach's conceptions of human values. Schwartz Value Survey, Rokeach Value Survey, Fantalova's method of the value orientations system diagnostics (modified by Kolmogorova, Kashirsky), modified Kuhn's The Twenty Statements Test 'Who am I' were used. Such set of methods was chosen both for assessment of the structure of value sphere and comparative analysis of methods according to their informative strength in the value sphere. Schwartz Value Survey proved to be a most powerful method in comparison with other methods used. Respondents were from 20 to 55 years old (N=100). The sample is gender biased (12% male, 88% female). All respondents were townspeople and office workers. Latent factors in the order of decreasing of their significance for the structure of value sphere of Kazakhstan's Title Ethnic Group may be characterized as follows. Dominant values are: competence, purposefulness, orderliness. Depressed values are: ability to maintain own opinion, national value of belonging to title ethnic group, initiative. Thus, results of factor analysis enable us to make conclusion that the structure of value sphere of Kazakhstan's title ethnic group is many-sided and includes both individual and group, social values. First, most important value orientations are showing that individual values, enabling to reach social success, success in work activities are predominating. Value orientations related to principles of ecological expediency, maintenance of traditions and equal rights, freedom are also significant. The interesting detail consists in essential representation in the structure of value sphere of value orientations showing relations with others, namely, desire to be

*Sveta K. Berdibayeva. +7-777-237-4977; fax: +7-727-377-33-44.

E-mail address: sveta.berdibaeva@mail.ru

useful, to act for others. It is possible that last, depressed values are related to newest Kazakhstan's history of soviet period when possibilities of following national system of values were not encouraged, on the contrary, they were restricted and some actions were prohibited. From our point of view, this circumstance must be taken into account by decision makers forming the system of national values.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of Academic World Research and Education Center.

Keywords: value sphere; value orientations; factor analysis; structure of value sphere; ethno psychological peculiarities of value sphere

1. Introduction

Value orientation, playing the role of feedback between the individual and society, determines the nature of the need arose, mediates it socially and simultaneously determines the place of this need for a common system of the individual's needs (Anurin, 1982).

Value orientations that define human life goals, express, respectively, what is most important for person, have personal meaning (Albuhanova – Slavskaya, 2000).

Speaking of ethnic values, it should be noted that there is a special term used "ethnophor", denoting a particular individual as a carrier of ethnic consciousness (Brushlinskiy, 2003).

In our study we take the view of Chernyavskaya. She understands ethnic values as totality of attitudes, orientations, ideals, purposes, and cultural traditions that members of the ethnic group considered the most characteristic and important for their people and, ultimately, for the purpose of man in general (Khamitova, 2008).

Ethnic values are orientations, which are important for these ethnic groups, attitudes, norms and interests, aimed at self-development and maintenance of certain conditions of existence ethnicity.

There are various classifications of ethnic values in ethnic psychology (Blyumkin, 2001).

Values are largely due to certain cultural and historical standards and norms. Learning the cultural values is a mean of self-human, promoting maximum disclosure of its spiritual and moral forces (Kasymova & Niyazbekova)

Over the long history of their development, Kazakh people have created their own traditions and customs that have been passed down from generation to generation, contributing to the establishment of its ethical values and value sphere in general, such as: the value of human life, harmony, hospitality, communication, clan, group value, knowledge, education, hard work, self-knowledge and self-development (Bratus, 1997).

There are only few studies of ethnic values of titular ethnic group of Kazakhstan as a whole and ethnic values of other nations can be found in the psychological literature today.

On the one hand, a small number of valuable sphere studies of the titular ethnic group in Kazakhstan's psychology, due to the very recent history of Kazakhstan, on the other hand, the objective difficulties of objective measurement of value sphere, which is most often studied in philosophy, cultural studies, anthropology, using descriptive or qualitative approaches. Attempts to quantitatively and qualitatively examine the structure of valuable sphere of the titular ethnos of Kazakhstan for subsequent detection ethno psychological features of valuable sphere of the Kazakh people have been made in our study.

Thus, in our study, the value orientations are treated as opinions (beliefs) that serve as standards that guide the selection or evaluation of actions, people and events. Values are not limited to certain actions and situations, as well as order of importance relative to each other, forming at the same time in the structure of the value spheres of the person.

In a modification of Kuhn technique "Who am I?" we interpreted the serial number to answer the question "Who am I", which was a response indicating the nationality of the titular ethnic groups in Kazakhstan.

2. The Basic Maintenance. The Basic Content

The structure of valuable sphere of the titular ethnos of Kazakhstan examined in our study. The study was conducted in Kazakhstan, in Almaty, in May 2013. Novelty of the work is due to poorly understood and the lack of experimental data regarding the value sphere of the titular ethnos of Kazakhstan.

The purpose was to study the structure of the value sphere of the titular ethnic group in Kazakhstan.

Sample: 100 representatives of the titular ethnic group in Kazakhstan, the average age of study participants ranged from 20 to 55 years.

Methods: value questionnaire (VQ) of Schwarz, method of studying the value orientations of Rokeach, technique for diagnosing system of value orientations by E.B. Fantalova in modification of Kolmogorova and Kashyrskiy, modification of Kuhn technique "Who am I?" (Gumilev, 1989).

Turn to the results of the study. We characterize the results of the diagnostic value orientations procedure of M. Rokeach, allowing values to rank in order of importance.

Table 1. The results of terminal values diagnostic of the titular ethnos of Kazakhstan by method of M. Rokeach (ranks)

Scale	0	1	2	3	4	5	6	7	8
Ranks	2	0	3	4	6	5	1	8	7

As it can be seen from Table 1, according to ranks of terminal values (values-goals), the least preferred values-goals of titular ethnic group in Kazakhstan are: creativity, self-confidence and fun. The most preferred values –goals are: health, interesting work and active stirring life.

Table 2 shows the results of the diagnostic of instrumental values-tools of our sample.

Table 2. The results of instrumental values diagnostic of the titular ethnos of Kazakhstan by method of M. Rokeach (ranks)

Scale	0	1	2	3	4	5	6	7	8
Ranks	4	3	2	7	8	1	6	0	5

As it can be seen from Table 2, the most preferred values-tools of our sample are - manners, high demands and cheerfulness. Strong will, courage in defending their views and open-mindedness are the least important values-tools.

Courage and will are not being considered as the preferred means for achieving goals, preference for such values-tools as education (good manners), high aspirations and a sense of humor. Perhaps this shows that to achieve goals the respondents prefer not act directive, using their sense of humor, the rules of ethics, while, due to the high level of claims, without ceasing for a minute to pursue a certain goal.

Using other methods of our study, results were obtained complementary results of the value orientations diagnostic, obtained by the method of Rokeach. Due to the large number of quantitative data to identify the structure of valuable sphere factor analysis was applied. Sense of factor analysis is that obtained in the study, the number of variables present a smaller number of other variables, called factors. Factors appear to be more fundamental variables characterizing the subject under study. In conducting the factor analysis the original variables are combined into groups, each of which represents a certain factor.

Statistical package SPSS 21.0 was used for statistical processing by factor analysis.

Treatment was carried out by principal component method, was chosen procedure of Varimax rotation with Kaiser Normalization, considered factors with eigenvalues greater than unity. Rotation in the case of 124 variables (74 variables – method of Schwartz, 36 variables – method of Rokeach, 13 variables - technique of Fantalova, 1 variable - method "Who am I?") required 96 iterations.

Thirty-six new factors that explain in aggregate more than 82.31% of the total variance were formed as a result of factor analysis, it is a good result. We first analyzed the first 20 factors, whose information content greater than or equal to 1.8% of the total dispersion.

Now we turn to the interpretation of the results. When analyzing the data we allocated load factor, modulo greater than 0.4. Largest absolute value of the factor load stands out for each variable in the interpretation.

Positive pole of factor is interpreted on the basis of the positive pole of variables that have the greatest positive load and negative poles of variables that have the most negative load. Accordingly, the negative pole of the factor correspond to negative pole of the variables with the highest positive loadings and positive poles of variables with the most negative loads.

3. Conclusions

1. Thus, in the analysis of approaches to the value in the field of psychology, the main task is to develop methods for studying values, value sphere, and its structure. In a study for a broader consideration as subjects preferred are countries, defined nations, or representatives of ethnic group of one country in another.

Most studies find it difficult to answer the question of what it is dependent on the value orientations of different nations, different ethnic groups, despite the large sample studies. The great role can play a comparative analysis of values - gender and age differences. Moreover, with the changing of socio-cultural and economic conditions also the values of personality change.

2. Results of factor analysis allow us to conclude that the structure of valuable sphere of the titular ethnic group of Kazakhstan is multifaceted and includes both individual and group, social values.

3. First three values, representing the most important characteristics of the structure of value sphere, namely competence, commitment, orderliness suggests that the predominant are individual values that allow primarily achieve social success, and success in the labor market.

4. Noteworthy in the structure of valuable sphere of the titular ethnic group of Kazakhstan significance of value orientations associated with following the principles of nature and tradition, as well as the importance of equality and freedom. These value orientations also reveal themselves in the ability to defend their opinion, to persevere and initiative. Perhaps this is due to ethnic values inherent in the Kazakh people.

5. An interesting result is also a representation of value orientations in the structure of valuable sphere of the titular ethnic group of Kazakhstan, revealing to others, namely the focus on the desire to be helpful to others, to act for others. Perhaps it is also associated with ethnic features of valuable sphere of the Kazakh people.

6. The obtained initial results of the analysis of value orientations ranks obtained by the method of Rokeach, allow us to conclude that the value orientations of the titular ethnoses of Kazakhstan study sample have a complex structure in which the major role played the active work, based on high social requests. Minor role in the structure of value orientations play entertainment, and creativity not stands out as a significant value-goal.

7. Such value orientations as activity, initiative, and employment occupy a large place in the structure of valuable sphere of the titular ethnoses of Kazakhstan on the results of our study. Along with this, for the modification of Kuhn technique "Who am I?", representing a response indicating the ethnic origin to the titular ethnic groups in Kazakhstan, was identified in the course of factor analysis informatively equal to 1.8%, which corresponds to a factor 19 in the structure of the value spheres of study sample.

Perhaps this is due to the fact that the method of Kuhn in any case less informative in our study compared with the methods of Schwartz, Rokeach and Fantalova.

8. The obtained results of the factor analysis of valuable sphere of the titular ethnic group in Kazakhstan suggest further work on comparative analysis of factor structures of valuable sphere of the titular ethnic group in Kazakhstan with representatives of other ethnic groups and peoples.

9. In the future, we have planned to conduct a comparative analysis of the value structure of representatives of the titular ethnic group of Kazakhstan residing in Kazakhstan, with representatives of ethnic Kazakhs live permanently in Europe and German settlers, who lived before moving to Europe for a long time in Kazakhstan, to clarify ethno psychological features valuable sphere title ethnic Kazakhstan.

References

- Albuhanova - Slavskaya K.A. (2000). *Activity and personality psychology*. M.: Science.
- Anurin V.F. (1982). Value orientations and their influence on the formation of needs. *Sociology of higher education. Training of specialists for the national economy: a collection of scientific works of Gorky*, 116-129.
- Blyumkin V.A. (2001). *World of moral values*. M.: Phoenix.
- Bratus B.S.(1997). On the problem of human psychology. *Questions of psychology* № 5, , 3-19.
- Brushlinskiy A.V. (2003) *Psychology of the subject*. M: Institute of Psychology, Russian Academy of Sciences.
- Gumilev L.N. (1989). *Ancient Russ and the Great Steppe*. M: Thought.
- Kasymova G.S., Niyazbekova K.S. *Spiritually - Moral Ideas of Kazakhs* // <http://www.rusnauka.com>
- Khamitova A.B.(2008). Problems of human values in Kazakh culture. *Karaganda State University Bulletin, Karaganda*, 8-15.
- Practical psycho diagnosis. Techniques and tests*. (2011). M.: Bachrach.